

# TRAVEL TRADE DEVELOPMENT

## CALIFORNIA COUNTRYSIDE

Funds are allocated to the eight official rural regional marketing organizations (Deserts, Inland Empire, Central Coast, North Coast, Central Valley, Gold Country, Shasta Cascade and High Sierra) to promote regions nationally and internationally.

**Date** Annually  
**Allocation** Each region receives \$25,000  
**Deadline** N/A  
**Contact** Eileen Hook, Phone: 916-322-1266

## RESEARCH

While not a cooperative program, California Tourism's Research Program publishes the specific travel information and reports listed below. These reports are available to the industry to assist in identifying key markets, visitor statistics and demographics, and the economic impact of California's \$75 billion tourism industry. Many reports are updated annually. Please check out the Business Center section of our Web site at [visitcalifornia.com](http://visitcalifornia.com) for the most recent information.

PUBLICATION/REPORT	COST	CONTACT
<b>California Fast Facts</b> The most frequently requested facts and figures on tourism in California.	\$1 s/h*	Online or Research Program
<b>California Travel Impacts by County, 1992-2000</b> Expenditures, payroll, employment and tax receipts for every CA County. Available March 2002	One copy, \$1 s/h*; addl. copies \$7 + \$1 s/h*	Research Program
<b>Domestic Travel to California, 2001</b> Complete market profiles and visitor origins for 2001. Available June 2002	\$7 + \$1 s/h*	Research Program
<b>California County Travel Report, 1999-2000</b> Profiles of the average visitor to California by county; includes trend numbers for 2000. Available June 2002	\$1 s/h*	Research Program
<b>Overseas Visitors to California, 2001</b> Travels and trip characteristics of key overseas markets. Available June 2002	\$3 + \$1 s/h*	Research Program
<b>Country Reports (call for most recent report list)</b> Travelers and trip characteristics of travelers from specific countries.	\$1 s/h*	Research Program
<b>2001 California Advertising and Fulfillment Impact Study</b> Study includes results of evaluation of advertising effectiveness and survey of persons requesting state tourism literature. Available February 2002	\$1 s/h*	Research Program
<b>Source of Research Statistics</b> List of public and private contacts for obtaining airport arrivals, highway travel, state parks visitations, and other statistics.	\$1 s/h*	Research Program
<b>Campers in California</b> Results of 1999/2000 survey of campers using public and private campgrounds.	\$1 s/h*	Online or Research Program
<b>Local Visitor Impact Model</b> Steps and sample survey forms for a do-it-yourself visitor profile and impact study, 1986, revised 1999.	\$1 s/h*	Research Program
<b>2001 Annual Report</b> Annual report to the Legislature of the activities and programs of California Tourism. Available May 2002	\$1 s/h*	Research Program
<b>1999 California Heritage Tourism Report</b> Study of travelers to and through California that include heritage tourism activities on their trips (based on 1999 domestic travel data). Published January 2001	\$1 s/h*	Research Program
<b>Global Performance Study—Mexico</b> Study based on surveys conducted in the travelers' home; includes travel to California as well as other states and major cities. Available February 2002	\$1 s/h*	Research Program
<b>Insights</b> Quarterly newsletter of California Tourism; articles on promotional activities, trade shows, and pull out section on research.	sample: \$1 s/h* subscription: free	Research Program

\*s/h — shipping and handling